

Message Text

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PAGE 01 STATE 187332

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FM SECSTATE WASHDC

TO AMEMBASSY BELGRADE

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E.O. 11652: N/A

TAGS: BEXP YO

SUBJECT: COMMERCE PARTICIPATION IN NOVI SAD FAIR

FROM COMMERCE U/SEC TABOR FOR THE AMBASSADOR

1. WIT; REFERENCE TO OUR RECENT CONVERSATION ABOUT PARTICIPATION BY DEPARTMENT OF COMMERCE IN THE NEXT NOVI SAD AGRICULTURAL FAIR (MAY '76), I HAVE CONSULTED WITH MY STAFF AND REGRET TO INFORM YOU THAT PROGRAM AND BUDGETARY PRIORITIES DO NOT PERMIT US TO CONSIDER SUCH A MOVE AT THIS TIME. THE DEPARTMENT'S EXHIBITIONS PROGRAM MUST UNDERTAKE PARTICIPATION IN COMMERCIAL FAIRS FEATURING MANUFACTURED PRODUCTS AND IN EVENTS WHERE RESEARCH HAS SHOWN US THERE EXISTS SOLID COMMERCIAL POSSIBILITIES. HENCE, OUR SPRING '76 BUDGET FOR TRADE FAIRS HAS BEEN DESIGNATED FOR EVENTS THAT FALL WITHIN THESE COMMERCIAL GUIDELINES.

2. I APPRECIATE THAT NOVI SAD INCLUDES A SECTION ON AGRICULTURE MACHINERY, BUT EFFECTIVE USE OF AVAILABLE RESOURCES DICTATES THAT WE CONTINUE TO GIVE PRIORITY TO UNCLASSIFIED

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PAGE 02 STATE 187332

WHOLLY INDUSTRIAL-ORIENTED EXHIBITIONS. WE FULLY AGREE AS

TO THE COMMERCIAL IMPORTANCE OF THE YUGOSLAV MARKET AND
HAVE PARTICIPATED CONSISTENTLY IN PURELY COMMERCIAL FAIRS
IN YUGOSLAVIA, INCLUDING THE LJUBLANA ELECTRONICS FAIR AND
THE ZAGREB SPRING FAIR. BUDGETARY CONSTRAINTS HAVE PRE-
VENTED US FROM SCHEDULING A MAJOR COMMERCIAL EXHIBITION IN

YUGOSLAVIA DURING THE CURRENT FISCAL YEAR. HOWEVER, YOU

MAY BE ASSURED THAT COMMERCIAL FAIRS SUCH AS LJUBLANA WILL
RECEIVE FULL CONSIDERATION IN OUR PROGRAM FOR FY '77. KISSINGER

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